



COMMONWEALTH OFFICE  
OF BROADBAND OUTREACH  
AND DEVELOPMENT  
*Promoting a 21st century economy*



## The Broadband Mission in Kentucky

The mission of the Office of Broadband Outreach and Development (OBOD): To accelerate the expansion of sustainable broadband access and adoption in the Commonwealth by determining the characteristics of broadband availability and use in Kentucky, and promoting the value of broadband to improve the lives of citizens.

## The Broadband Initiative in Kentucky and your DEi Scorecard

The Commonwealth is committed to assisting businesses and organizations to take full advantage of the benefits that broadband services can offer. Having access to broadband services is an essential first step, but how those services are used is what makes a difference – for your business and for our economy in Kentucky.

## How we are Making a Difference

In 2012 the OBOD conducted extensive research across the state on how businesses are using broadband, how they benefit from broadband, and how broadband contributes to our competitiveness in an increasingly digital world. Over 2,400 organizations across the state participated in our survey and we have received a wealth of information on how broadband can make a difference.

As part of this research we offered organizations the opportunity to receive their own personalized Digital Economy Index (DEi) Scorecard report to show where you stand in the digital economy and to share insights on how your individual business can use broadband and gain additional benefit. We all know that using broadband services is a “good thing”, but we may not know why, or how, or how much.

Our goal in providing your organization with your own business scorecard report is to help you get more from broadband in ways that benefit your business. We know that Kentucky businesses can become even more productive and competitive in the global economy – that is good for you and it is good for Kentucky.



The first step is to download your **DEi Scorecard Report** when you receive the email notice. To learn more about the scorecard, review the information on: [Understanding your DEi Scorecard](#). This first step will give you a starting point to see the possibilities of using broadband services.

The next step is to decide how you can use broadband better to become even more productive and competitive. The choice is yours and every business in Kentucky to decide, but the OBOD has broadband information and resources and is ready to help.

### **How does your business move forward?**

1. Download your **DEi Scorecard** report
2. Review the "[Understanding your DEi Scorecard](#)" briefing
3. Read and review your DEi Scorecard report
4. Review how you use the Internet and your broadband connection today:
  - Are there ways you can be using it more?
  - Are there issues that get in the way of making more use of broadband? What are they?
  - How are you benefiting from broadband in your operation?
5. Review your business strengths and weaknesses, involve your staff to build ideas and identify opportunities, and to identify where broadband services can help..
  - a. Are there goals and opportunities you are missing?
  - b. Do you have the time and resources to address the opportunities?
  - c. Which opportunities are the highest priority and give the quickest gains?
6. Determine what information you need in order to decide what additional broadband solutions make sense for you.
  - Seek information and advice where you don't have enough information.
  - Learn from what others have done.
7. Start a plan for the areas on which you need to focus.
8. Contact the Office of Broadband Outreach and Development (OBOD) to request time to discuss the next steps you can take for your business:

**Dana Case**  
**Commonwealth Office of Technology**  
**Office of Broadband Outreach and Development**  
**502- 564-4421**  
[dana.case@ky.gov](mailto:dana.case@ky.gov)

Also, watch for more information that you can use through the OBOD website in the weeks ahead. Content to help guide your business for using new applications available through broadband. You are building your business every day and finding new ways to benefit from broadband is time consuming. Stay tuned and visit this website each month for updates and useful information about broadband applications.

**Your input helps to make a difference for Kentucky!**

